



SIMCA
ADVERTISING

SIMCAADVERTISING LIMITED

CIN NO: U74999MH2022PLC384827

📍 Bungalow No. C-6, Swami Samarth Nagar, Roshanlal Nagar, 3rd Cross Lane,
Andheri West, Mumbai City, Maharashtra, India -400 053

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To,
MSD - Non Continuous Markets Group
National Stock Exchange of India Limited
Mumbai.

Date: May 07, 2026

Dear Sir,

Sub.: Issue details for Anchor allocations of IPO of Simca Advertising Limited

The Board of Directors of the company at its meeting held on May 07, 2026, in consultation with the Book Running Lead Managers to the issue, have finalized allocation of **(4,39,200 Equity shares)**, to Anchor Investors at Anchor Investor offer price **Rs. 183 per equity share** in the following manner:

SR NO	Name of Anchor Investor	No. of Equity Shares Allocated	No of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price (Rs. per Equity Share)	Total Amount Allocation (Rs.)
1.	RAJASTHAN GLOBAL SECURITIES PVT. LTD.	1,09,800	25%	183	2,00,93,400
2.	LRSD SECURITIES PVT. LTD.	1,09,800	25%	183	2,00,93,400
3.	BRIDGE INDIA FUND	1,09,800	25%	183	2,00,93,400
4.	VIKASA INDIA EIF I FUND - INCUBE GLOBAL OPPORTUNITIES	1,09,800	25%	183	2,00,93,400
	Total	4,39,200	100%	-	8,03,73,600

Out of the total allocation **(no of Equity Shares)** to the Anchor investor, **(no of Equity Shares)** **(i.e. % of the total allocation to Anchor Investors)** are allocated to domestic mutual fund **(no of Mutual Funds)** through a total of **(no of schemes)** , and **(i.e. % of the total allocation to**

Anchor Investors) are allocated to Life insurance companies and pension fund, details of which are provided in the table below: NIL

SR NO	Name of Scheme	No. of Equity Shares Allocated	No of Equity Shares allocated as a % of Anchor Investor Portion	Bid Price (Rs. per Equity Share)	Total Amount Allocation (Rs.)
1.	NIL	NIL	NIL	NIL	NIL
	Total				

As per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, in case the Offer Price discovered through book building process is higher than the Anchor investor Allocation Price, Anchor investors will be required to pay the difference by the Anchor investor Pay-in Date as specified in the revised CAN. Further, as per the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirement) Regulations, 2018, as amended, from time to time, we shall abide by Schedule XIII, Part A, Clause 10 and all relevant sub-clauses.

Please note that capitalized terms used and not defined herein shall have the respective meaning ascribed to them in the Red Herring Prospectus dated May 01, 2026 filed with the Registrar of Companies, Mumbai at Maharashtra to be read along with price band advertisement dated May 04, 2026.

We request you to make the above information public by disclosing the same on your website.

Thanking You

For Simca Advertising Limited

Authorised Signatory

Name: Fahim Batliwala

Designation: Managing Director

DIN: 07559537